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MASTERCLASS

VOTERS ARE CONSUMERS

Best practices on how brands and political campaigns use analytics and smarter media to persuade.

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DATA DRIVEN RESULTS

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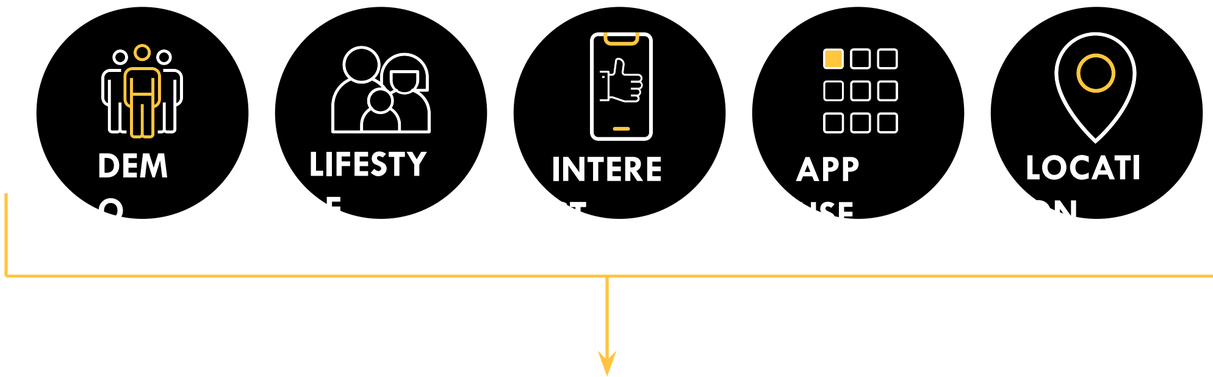
THE POWER OF MOBILE BEHAVIOR

Mobile connects the cross-screen environment.
67% of consumers use mobile while watching TV.

Global Web Index
2021



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MULTICULTURAL TARGETING

DEVICE LANGUAGE SETTINGS
Determine a consumer's preferred language based on their device keyboard/language settings.

APP ECOSYSTEM
Identify users' passions, interests, and life stage based on their unique mobile/CTV app ecosystem.

CONTEXTUAL ENVIRONMENT
Classify consumers based on mobile and CTV content consumption.

DEVICE LOCATION
Pinpoint your audience using past & present location (POIs & neighborhood in which they reside).

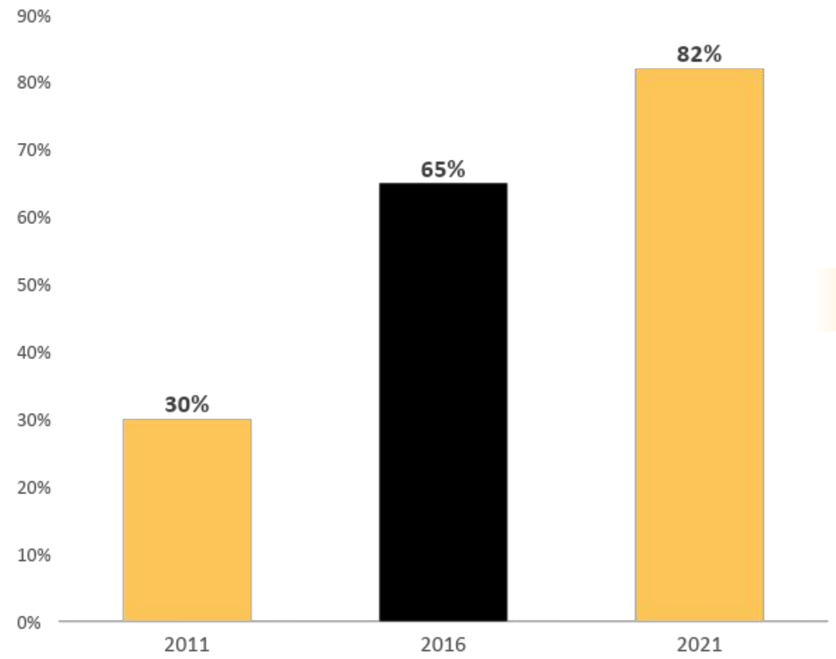
HISP
English-Dominant & Spanish-Dominant available

AFRICAN-AMERICAN

ASIAN-AMERICAN

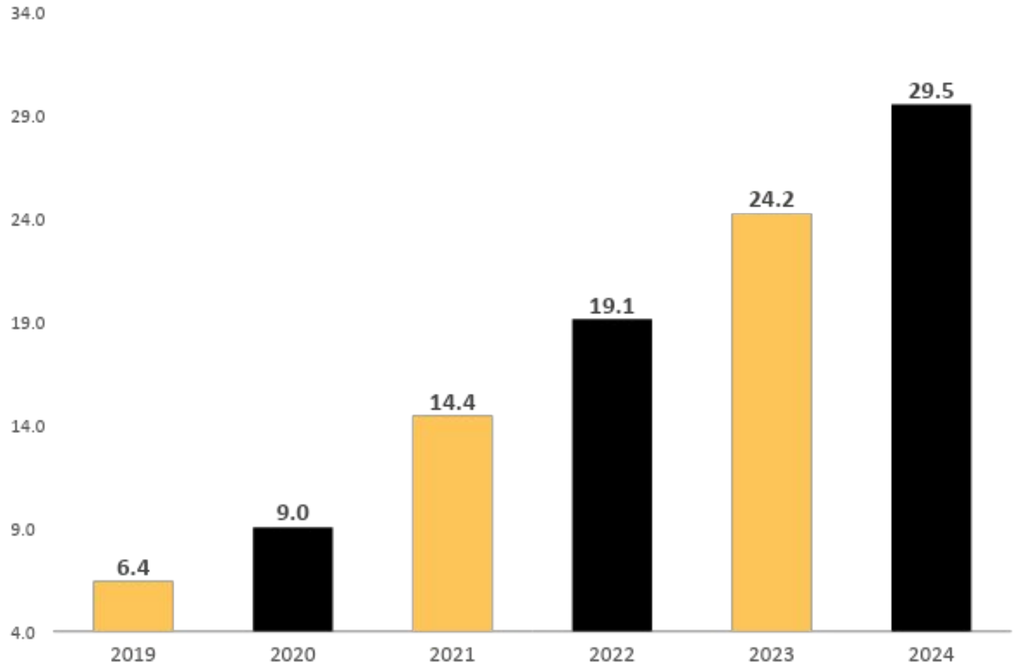
The shift of ad-dollars from linear TV to CTV is expected to continue for the foreseeable future as the $60B+ currently spent on linear TV follows the viewers to CTV.

% of US Households with at least one Connected TV device



Source: Leitchman Research Group

Connected TV Ad Spending ($US billions per year)



Source: eMarketer, October 2021

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